

VOLUNTEERS AND THE THREE R'S

(HOW TO RECRUIT, RETAIN AND
RECOGNIZE THE GEMS OF YOUR
ORGANIZATION)

By Amy Jo Johnson



ONCE UPON A TIME....

So Long Volunteers



TODAY WE WILL



Recruit!

- ❖ Understand why volunteers are needed for a community.
- ❖ Learn how to recruit volunteers for fundraising events.



Retain!

- ❖ Learn how to retain great volunteers to keep them coming back.



Recognize!

- ❖ How to recognize the assets (volunteers) of non-profit organizations
- ❖ Most importantly...HAVE FUN!!

WHAT IS A VOLUNTEER?

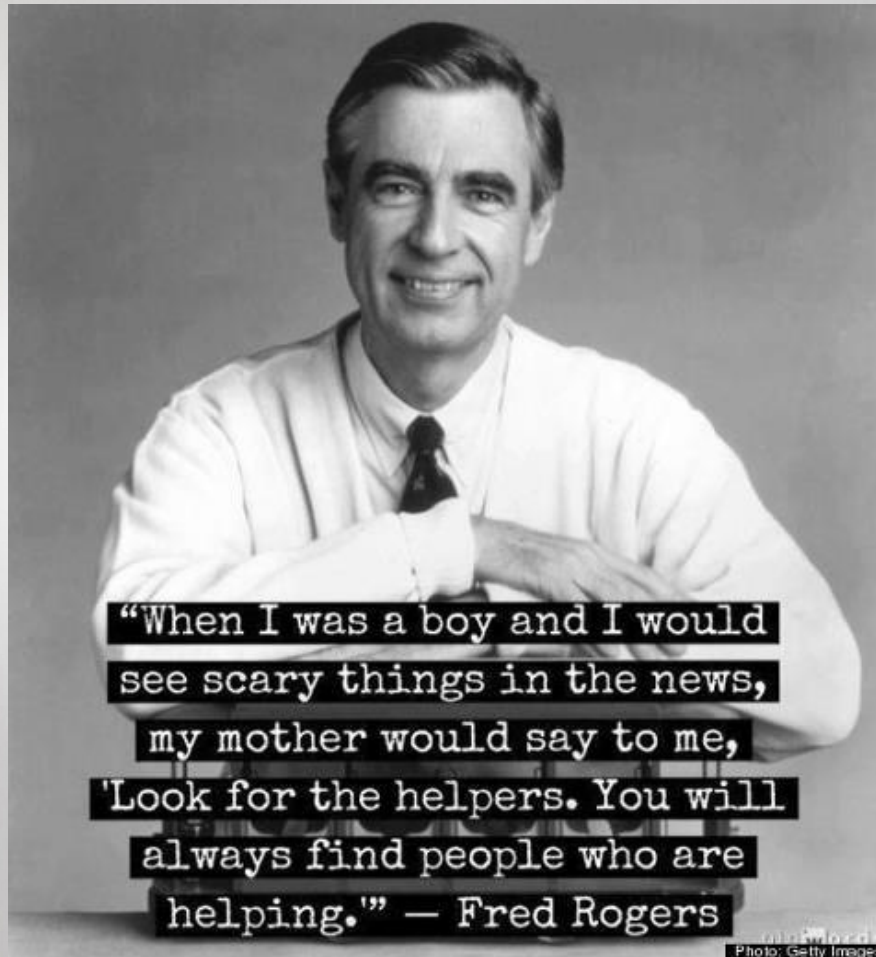
Volunteer

- Noun

A person who freely offers to take part in an enterprise or undertake a task.

- Verb

Freely offer to do something.



"When I was a boy and I would
see scary things in the news,
my mother would say to me,
'Look for the helpers. You will
always find people who are
helping.'" — Fred Rogers

Photo: Getty Images



WHY ARE VOLUNTEERS NEEDED?

- *To provide leadership*
- *To provide council/guidance*
- *To assist an organization in serving the community*
- *To assist community members in time of need*

The text is centered within a large, ornate, light gray frame. The frame has a decorative, scalloped border with intricate floral and scrollwork patterns at the top, bottom, and corners. The background is dark blue.

WHERE DO YOU
VOLUNTEER?



WHY DO PEOPLE VOLUNTEER?

- ❖ A need to help others
- ❖ To feel proud
- ❖ An exchange-(someday you may need the help)
- ❖ Meet new people
- ❖ Learn a new skill
- ❖ To keep busy
- ❖ To have an impact



WHY DO PEOPLE VOLUNTEER (CONT.)

- ❖ For leadership
- ❖ For recognition
- ❖ To build resume
- ❖ College entrance
- ❖ To develop job skills

WHO VOLUNTEERS?

According US Bureau of Labor in 2015:

- ❖ 62.6 million people volunteered through or for an organization.
- ❖ Across all age groups, educational levels, and other major demographic characteristics, women continued to volunteer at a higher rate than men.
- ❖ 35- to 44-year-olds and 45- to 54-year-olds were the most likely to volunteer.
- ❖ Teenagers (16- to 19-year-olds) continued to have a relatively high volunteer rate.
- ❖ Volunteers spent a median of 52 hours on volunteer activities.



WHO VOLUNTEERED IN 2015?

- ❖ Married persons volunteered at a higher rate than those who had never married .
- ❖ Parents with children under age 18 were again more likely to volunteer than persons without children
- ❖ Individuals with higher levels of education were more likely to volunteer than were those with less education
- ❖ Top volunteer choices-religious, educational or youth related



GENERATIONS OF PEOPLE VOLUNTEERING

- ❖ Traditionalists (Born Mid 20's-Mid 40's)
- ❖ Baby Boomers (Born Mid 40's-Mid 60's)
- ❖ Generation X (Born Mid 60's-Mid 80's)
- ❖ Nexters -Generation Y/Z (Born Mid 80's-Mid 2000)

TRADITIONALISTS

- ❖ Great Depression
- ❖ World War I and II
- ❖ Patriotic
- ❖ One company career
- ❖ Loyal

Communication

Preferences:

- Letters/written instruction
- Face to face
- Telephone



BABY BOOMERS

- ❖ Grew up with Vietnam and Watergate
- ❖ Protests/human rights
- ❖ Workaholics
- ❖ Family oriented
- ❖ Competitive
- ❖ Optimist



Communication Preferences:

- Telephone
- Face to face
- E-mail (and a lot of it!)
- Group/team meetings (and a lot of them!)
- Cell phones for talking (not necessarily for texting)

GENERATION X

- ❖ Latch-key kids
- ❖ Sesame Street/MTV
- ❖ Work good with goals
- ❖ Very flexible and adaptive
- ❖ Live in present
- ❖ Resourceful
- ❖ Self reliant
- ❖ Skeptics



Communication Preferences:

- Let “me” choose my communication and how often I do it
- E-mail
- Cell phone
- Text
- Blogging
- Instant message
- Online forums

GENERATION Y/Z

- ❖ Grew up with rise of technology/mass communications
- ❖ Google
- ❖ Coddled by parents
- ❖ Realist
- ❖ Multi-task/ADD
- ❖ Like to be involved

Communication Preferences:

- Text
- Online social networks
- E-mail (but only for work or school)
- Instant message





RECRUITING YOUR TEAM PLAYERS

KNOW COMMUNICATION STYLES OF YOUR VOLUNTEERS

- ❖ Co-Workers/Friends (Face to Face-Just Ask!)
- ❖ Online Forums(Social Media)-Facebook/Linked In/Twitter
- ❖ Emails and Email signatures
- ❖ Volunteer Centers- (RSVP and Serve Yes)
- ❖ Community Calendars
- ❖ Posters/Brochures
- ❖ Chamber of Commerce
- ❖ Church Sunday Bulletins/Bulletin Boards



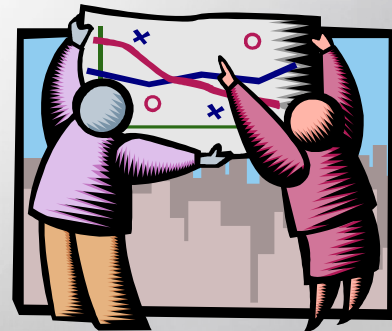
RECRUITING YOUR TEAM PLAYERS (CONT.)

- ❖ Service Clubs
- ❖ Newsletters (electronic and paper)/websites
- ❖ Marquees
- ❖ Students-high school/college
- ❖ Your local media-news releases, psa's, on-air appearance
- ❖ Tap into your local companies and corporations-Basin
Electric/Kohls/JC Penney's



HAVE A PLAN

- ❖ Have a recruiting committee of two-three people(or more)
- ❖ Create a marketing plan with time line, assignments, and deadlines
- ❖ Know your how your needed volunteers communicate, hang-out, and behave- (Generations)
- ❖ Know your volunteers obstacles
- ❖ Have Volunteer Job Descriptions





ITEMS NEEDED TO RETAIN GREAT VOLUNTEERS

- ❖ Bill of Rights
- ❖ Code of Ethics
- ❖ Organization
- ❖ Training
- ❖ Flexibility
- ❖ Volunteer Profiles
- ❖ Know Your Generations
- ❖ FUN!



TOP VOLUNTEER PET PEEVES

- ❖ No one knows what's going on
- ❖ Other volunteers not pulling their weight
- ❖ Same volunteers doing all the work
- ❖ Not having defined objectives and lack of focus
- ❖ Having too many people to answer to- gets confusing
- ❖ No checklists to follow
- ❖ Using volunteers for staff duties
- ❖ Not managing meetings effectively
- ❖ When an organization continually asks you for more
- ❖ Not having enough to do
- ❖ Having too many people on one task



THINGS TO HAVE HANDY FOR YOUR VOLUNTEERS/BOARD MEMBERS

- ❖ Job Descriptions
- ❖ Description of your agency, mission, goals and bi-laws.
- ❖ Marketing Pieces
- ❖ Training
- ❖ Bring other board members along when recruiting new volunteer.



KEEPING YOUR VOLUNTEERS INTERESTED

Be Organized!

- ❖ Have regular meetings

 - Agendas

 - Meeting Notes

 - Meeting reminders- One week in advance and day before

 - Correspondence – Meeting Wizard/email/texts/phone/Facebook

- ❖ Give your volunteers jobs

 - Have them report progress at every meeting

 - If they don't show ask for a report

TRAINING YOUR VOLUNTEERS

- ❖ Have well stated goals
- ❖ Orientation
- ❖ On-site “Field Trips”
- ❖ Testimonials from recipients/customers
- ❖ Have a teaching guide-handbook
- ❖ Meetings-give each person a role
- ❖ Ask for their feedback-evaluation forms/survey monkey



Tell me and I'll forget

Show me, and I may not remember

Involve me and I'll understand

----Anonymous




WHO SHOULD TRAIN YOUR VOLUNTEERS

- ❖ Contracted instructors
- ❖ College faculty
- ❖ Industry specialist
- ❖ Experienced volunteers



YOU MUST BE FLEXIBLE

- ❖ No hard feelings
- ❖ Be thankful for any and all time.
- ❖ Remember: Any and all time given was on their own time and was donated to you.
- ❖ Don't leave a bad taste of volunteerism.
- ❖ Try to work as much as possible with their schedules
- ❖ If they can't help with one thing, perhaps there is something else they can do for you-NEVER turn away help.



KEEP IT FUN!

- ❖ Quick Ice-Breakers before meetings
- ❖ Contests
- ❖ Incentives-seek donations from local distributors
- ❖ Gatherings for those who are interested
- ❖ Be REAL!



ENTHUSIASM IS CONTAGIOUS

Nothing great was ever achieved without enthusiasm.

--Ralph Waldo Emerson



RECOGNIZE YOUR VOLUNTEERS

- ❖ Know who your volunteers are (personal interests they have)
- ❖ Gifts-small or large –Hershey Kisses/mints or plaques
- ❖ Thank you cards(hand written)
- ❖ Nominations/recognition at events/letter to their boss
- ❖ Media (Ad in paper or on radio)/Facebook posts tagging them
- ❖ Dinners/events/party
- ❖ Make Thank You! posters thanking people by name and possibly even showing a picture of them in action.






RECOGNIZE

- ❖ Hand out Thank You! tickets each time a volunteer works a shift. Each ticket offers the chance for a monthly drawing.
- ❖ List your volunteers in your group newsletter and thank them for the service they provided that month.
- ❖ Check in with your volunteers by phone or email and personally thank them for the work they are doing.
- ❖ Create a volunteer of the month parking space (or 2) at your church, school or community center and award it to different people each month.



RECOGNIZE

- ❖ Send cards for personal achievements (birthday, anniversary, new arrival, promotion, graduation, etc.).
- ❖ Have an "at-home tea party" (send volunteers a tea bag in a card and ask them to enjoy a cup of tea in the quiet of their own home).
- ❖ Ask a volunteer to serve in a leadership role.
- ❖ Send holiday cards.
- ❖ Ask a volunteer to conduct an orientation or educational program.
- ❖ Ask volunteers for their input.



*Volunteers go unpaid not because they are worthless,
rather because they are priceless*

----Unknown

Keep Saving Your Starfish



Amy Jo Johnson

701-226-2919

amyjoj@hotmail.com

